For new taste delight..use Pabst-ett in any dish you formerly made with cheese

NEW taste delight for all your old favorites — macaroni, rarebits, potatoes, salads, even sandwiches — that's what you'll find with Pabst-ett, the remarkable new dairy product.

Pabst-ett, with its lower melting point, does not become lumpy or stringy with cooking. It quickly melts when heated, spreading its distinctive tang to every morsel in the dish. It blends perfectly with fruits and vegetables and is easily shaped for more attractive salads. It spreads daintily for sandwiches — an ideal food to have in the home for unexpected guests.

More Than Cheese

Pabst-ett is not cheese — but more than cheese. It is made by the Pabst process which conserves the nutritive value of whole milk — the milk sugar, milk proteins, and body-building milk mineral elements lost in cheese making.

It is as digestible as milk; more nourishing than milk; the cheese-product young children, elderly persons, even invalids may enjoy. A valuable regulative food for the system — rich in vitamins — health-building.

Until Pabst-ett was introduced there was no food that could be compared to milk, the recognized perfect food. Pabst-ett alone has all the elements of pure, whole milk.

Not Successfully Imitated

The remarkable popularity of Pabst-ett will, no doubt, bring out imitations. Others may imitate, but they cannot duplicate Pabst-ett. Few if any manufacturers have facilities and equipment to produce a food approaching Pabst-ett in flavor and in smooth creaminess of texture. You can get the new and finer dairy product at leading grocery stores everywhere. Ask for it by name — PABST-ETT — to be certain of getting the one cheese product that is more than cheese.

Convenient, Airtight, Family-size Package.

Note to Physicians — Pabst-ett is a nutritious, health-building food, rich in vitamins. It is served in leading hospitals and may be included in any diet that includes milk.

PABST CORPORATION [CHEESE DIVISION] *Milwaukee, Wis.*
[*Also Makers of Pabst Wonder Process Cheese*]

Pabst-ett

REG. U.S. PAT. OFF.

More than Cheese

Package of 6 foil-wrapped portions for individual serving. Especially suited for clubs, hotels, dining cars, restaurants, cafeterias. Ideal for parties.

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The Same Old Name Since 1844

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